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October 19, 1999

Federal Trade Commission  
Division of Marketing Practices  
Washington D.C. 20580

Re: General Price List Presentation for Funeral Directors

To Whom It May Concern:

We, the Funeral Directors at the Lewis E. Wint & Son Funeral Home of Clarkston, Michigan, feel that presenting our General Price List when the deceased family first sits down in an arrangement conference is very cold and impersonal. When a distraught family drives into our parking lot, it takes them a lot of courage and strength simply to walk thru our front doors. For us to present them with a General Price List as soon as they sit down at our arrangement conference can seem very insensitive and insulting.

Hopefully, as our profession is held in upmost esteem and trust we could be given the opportunity to present and talk about our charges when the discussion naturally turns to products and services. Funeral Directors as a whole need to listen and console initially during a funeral conference. We are not discounting the need for presenting a hard copy of charges to insure uniform pricing for merchandise and services.

We would like the Federal Trade Commission to reevaluate their stance on our procedure for price disclosure. Just a little leeway would make our jobs and professionalism seem much more personable.

Thank You for your time in this matter.

Respectfully,

  
Harold Goyette  
Funeral Director

~ Our Family Serving Your Family Since 1959 ~  
5929 South Main Street • Clarkston, Michigan 48346 • (248) 625-5231

**Trust 100.**